

Political Poll Report – Forde Electorate

Prepared for The Guardian

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lonergan research 

Methodology

- This survey was conducted by VATI (Voice Automated Telephone Interviewing) amongst voters within the Forde Electorate.
- A random-digit dialling methodology was employed around exchanges known to be within the electorate.
- Surveys were conducted on 15 August, 2013.
- A total of 1160 interviews were conducted.
- After interviewing, responses were weighted to population estimates derived from the 2011 Census and 2010 electoral results.

Main Findings

House of Representatives – Primary Vote

- If the election were held today, Bert Van Manen Scott w with an outright majority (56%).
- The recently appointed Labor candidate for Forde, Peter primary vote.
- Sally Spain would receive 4% and Amanda Best 3% of

* Note that the candidates who ran in 2010 differ from those

Primary Vote	2010 Election (%)*	Current intent (%)	Forced preference (%)
Bert Van Manen (LNQ)	44%	54%	56%
Peter Beattie (ALP)	37%	33%	34%
Sally Spain (GRN)	12%	4%	4%
Amanda Best (FFP)	6%	2%	3%
Other	N/A	3%	3%
Unsure	N/A	4%	N/A

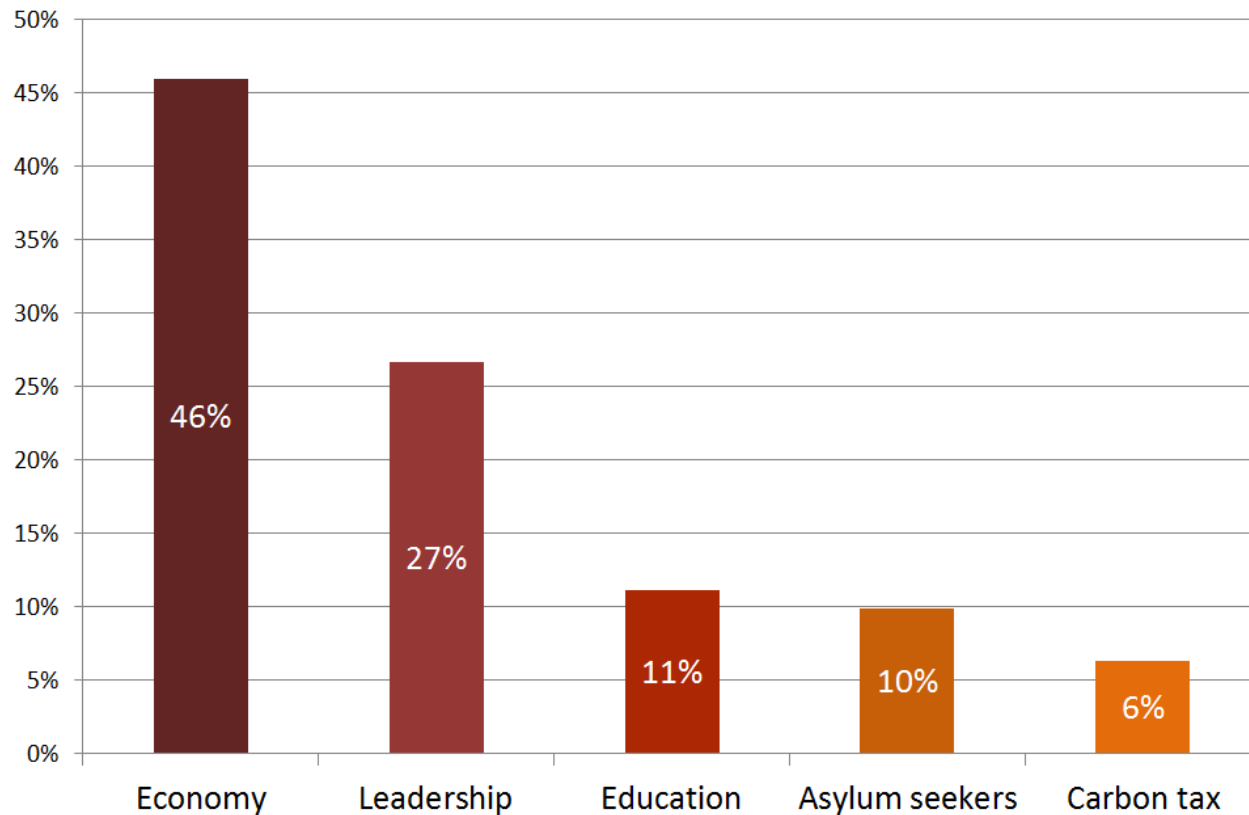
House of Representatives – Swing in Voting Intention

- The ALP has lost the support of many voters in the Forde electorate since the last federal election. A quarter (25%) of voters who voted for Brett Raguse from the Labor Party in 2010, intend to vote for Bert Van Manen from the Liberal Party in the upcoming federal election.
- Bert Van Manen on the other hand, has managed to retain the vast majority of his supporters. Nearly 9 in 10 (88%) of those who voted for him in 2010 intend to vote for him again in the upcoming federal election.

House of Representatives Vote in 2010			
		Brett Raguse (ALP)	Bert Van Manen (LIB)
Current Voting Intention	Peter Beattie (ALP)	65%	9%
	Bert Van Manen (LIB)	25%	88%
	Sally Spain (GRN)	4%	2%
	Amanda Best (FFP)	2%	1%
	Another Party or candidate	4%	0%

Issues Impacting Forde Voting Intention

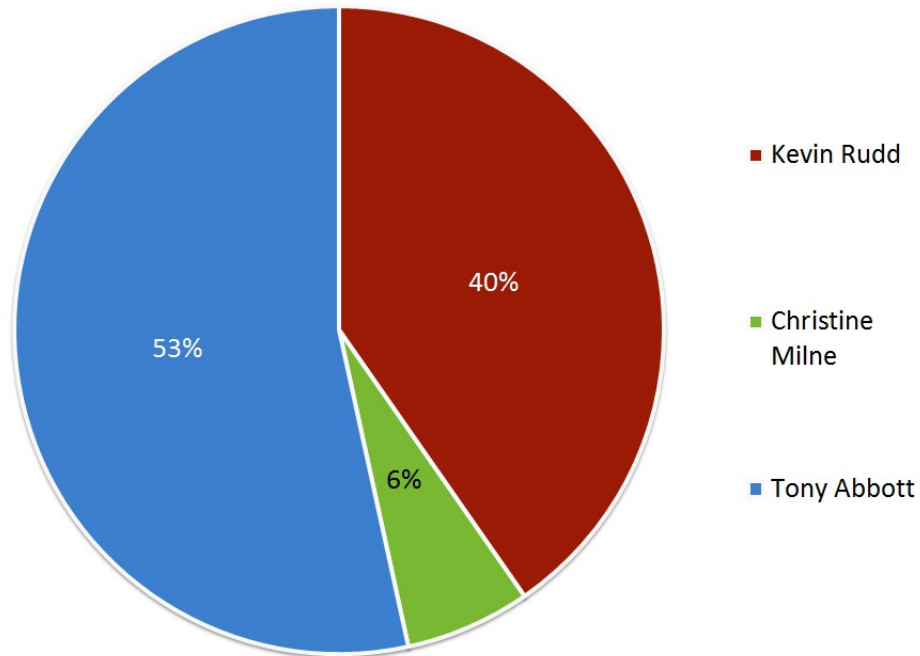
- The economy (46%) will have the greatest impact on voting intention in the Forde electorate, followed by leadership (27%).
 - Female voters are more likely to be influenced by education (14%; cf. male voters 9%).



A3. Which one of the following will have the most impact on how you will vote in this Federal election?

Positive Election Campaign Message

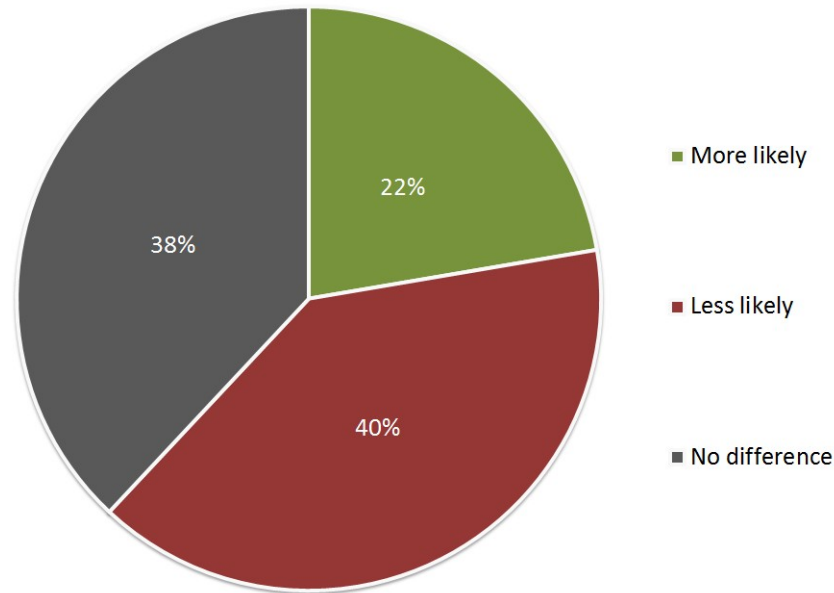
- More than half (53%) of voters in the Forde electorate believe Tony Abbott has the most positive election campaign messages.
 - Younger voters aged 18-24 are more likely to believe Kevin Rudd has the most positive election campaign messages (52%; cf. those aged 25-34 44%, 35-49 39%, 50+ 35%).
 - In contrast, older voters aged 50 years or older are more likely to believe Tony Abbott has the most positive election campaign messages (60%; cf. those aged 18-24 44%, 25-34 48%, 35-49 53%).



A4. Election campaigns can be positive, which outline policies and solutions, or negative, which attack other parties and candidates. Which of the following leaders has the most positive campaign messages?

Peter Beattie Replacing Des Hardman in Forde

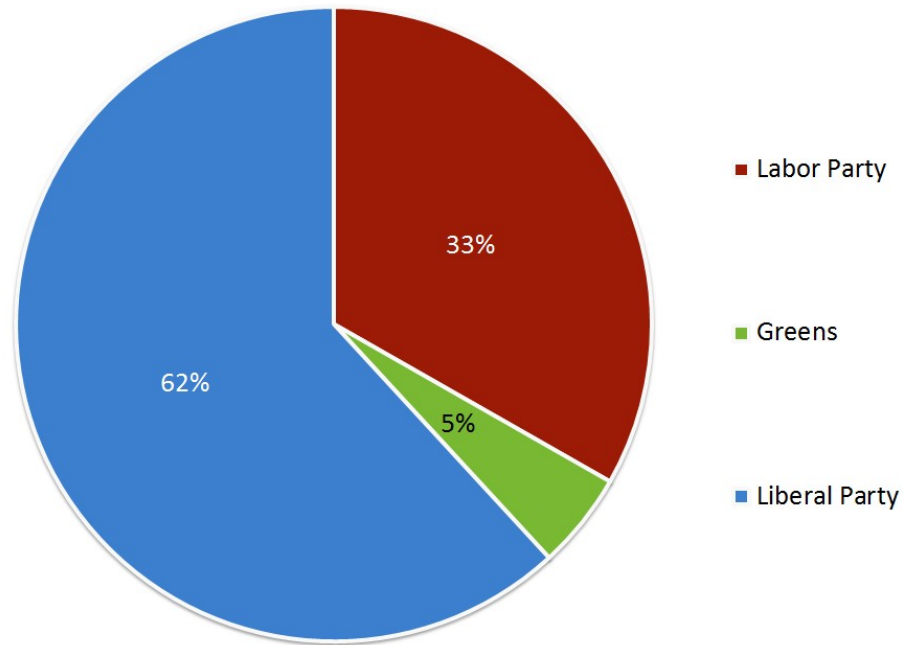
- Replacing Des Hardman with Peter Beattie as the Labor candidate for Forde has had a negative impact on ALP voting intention within the electorate. 2 in 5 (40%) are less likely to vote for the Labor Party as a result of the candidate change. Less than a quarter (22%) are more likely to vote for the ALP with Peter Beattie representing the Labor Party.
 - Male voters are more likely to vote for the ALP in the upcoming election with Peter Beattie representing the Labor Party (25%; cf. female voters 20%).
 - Female voters on the other hand, are more likely to feel the candidate change has made no difference to their voting intention (41%; cf. male voters 38%).



A5. Peter Beattie recently replaced Des Hardman as the Labor candidate in the electorate of Forde. Has this change made you more or less likely to vote for the Labor Party, or has it made no difference?

Stopping Asylum Seekers from Arriving in Australia by Boat

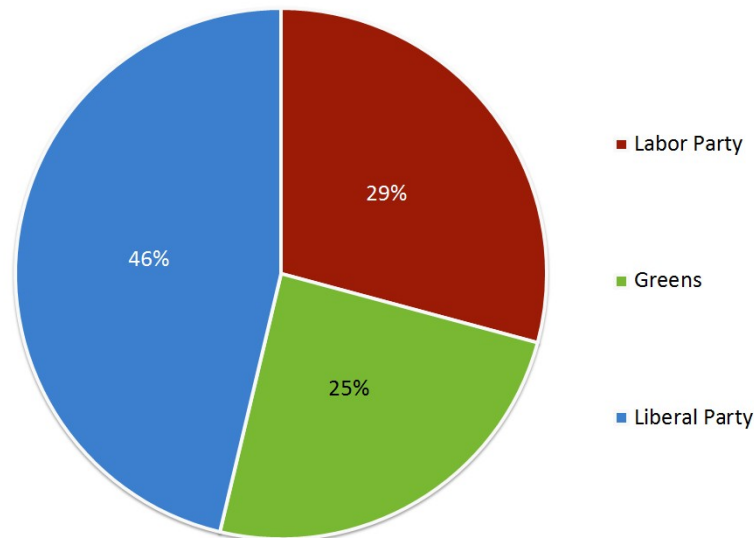
- The majority (62%) of Forde voters feel the Liberal party will be most effective at stopping asylum seekers from arriving in Australia by boat. A third (33%) feel the Labor Party will be most effective at tackling this issue, and just 5% feel the Greens will be most effective for the task.
 - Young voters aged 18-24 are more likely to feel the Labor party will be most effective at stopping asylum seekers from arriving in Australia by boat (47%; cf. those aged 25-34 30%, 35-49 32%, 50+ 31%).



A6. Which party do you think would be the most effective at stopping asylum seekers from arriving in Australia by boat?

Treating Asylum Seekers who arrive in Australia by Boat in the Most Humane Manner

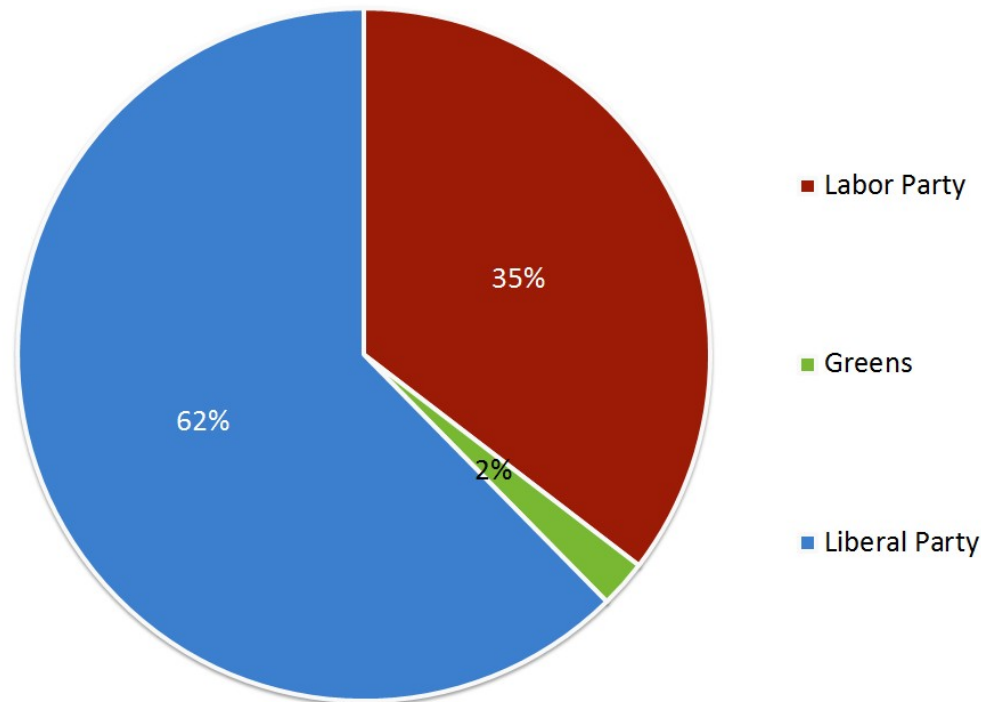
- Despite more than three fifths (62%) of voters believing the Liberals will be the most effective at stopping asylum seekers from arriving in Australia by boat, less than half (46%) think they will treat asylum seekers in the most humane manner.
- In contrast, despite only 5% of Forde voters believing the Greens would be most effective at stopping asylum seekers from arriving in Australia by boat, a quarter (25%) feel they will treat asylum seekers in the most humane manner.
 - Female voters are more likely to believe the ALP will treat asylum seekers who arrive in Australia by boat in the most humane manner (32%; cf. male voters 27%).
 - Those aged 35-49 are more likely to believe the ALP will treat asylum seekers who arrive in Australia by boat in the most humane manner (30%; cf. those aged 18-34 27%).



A7. Which party do you think would treat asylum seekers who arrive in Australia by boat in the most humane manner?

Managing Australia's Economy

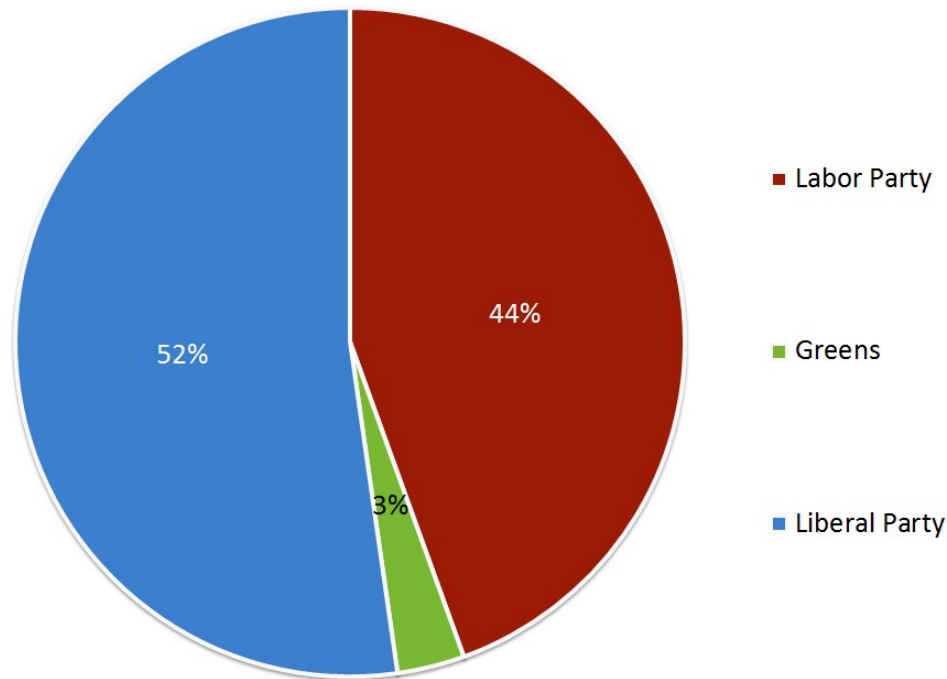
- More than 3 in 5 (62%) Forde voters put their trust in the Liberal Party to manage Australia's economy.
 - Male voters are more likely to trust the Liberal Party the most to manage Australia's economy (64%; cf. female voters 60%).
 - Young voters aged 18-24 are more likely to trust the Labor Party the most to manage Australia's economy (47%; cf. those aged 25-34 32%, 35-49 37%, 50+ 32%).



A8. Which party do you trust the most to manage Australia's Economy?

Education Policy

- More than half (52%) of voters in Forde think the Liberal Party has the best education policy, ahead of the ALP at 44%.
 - Young voters aged 18-24 are more likely to think the Labor Party has the best education policy (58%; cf. those aged 25-34 43%, 35-49 47%, 50+ 39%).



A9. Which party do you think has the best education policy?

**For any questions or comments, please
contact Chris Lonergan on 1300 123 453**

